CLAIMS

We claim:

1. A device for audiovisual presentation of sound and images, particularly for advertising purposes, with a memory unit (14) and a monitor (10) to display image information from the memory unit (14), said device comprising

an actuator unit (11) to move the monitor (10); and

a control unit (12) controlling said actuator unit (11) depending upon the image information displayed on the monitor (10) to control movement of the monitor (10).

2. The device as defined in Claim 1, wherein a control loop synchronizes the monitor movement caused by said actuator unit (11) with the image information.

3. The device as defined in Claim 2, wherein the control loop is designed for dynamic synchronization of the monitor movement with the image information such that in addition to a constant speed of this movement, its acceleration and deceleration can be defined by the user.

4. The device as defined in Claim 2, wherein the control loop provides for bi-directional data transmission between the monitor actuator unit (11) and the control unit (12) with continuous comparison of the actual value of image information with the target value of monitor movement and the actual value of the monitor movement with the target value of the image information.

5. The device as defined in Claim 1, wherein control unit (12) is designed so as to modify the image information read from the memory unit (14) depending upon the monitor movement, primarily to split and reassemble the image information being displayed on the monitor(10).

6. The device as defined in Claim 1, wherein the monitor actuator unit (11) comprises a rotary actuator which rotates the monitor (10) about a vertical axis.

7. The device as defined in Claim 6, wherein the rotary actuator comprises a low-friction pivot bearing for unrestricted rotation of the monitor (10).

8. The device as defined in claim 6, wherein the actuator unit (11) comprises a rotation transmitter which can transmit signals/data between the control unit (12) and at least one of the monitor (10) and a power supply.

9. The device as defined in Claim 1, wherein a contactless signal/data transmission exists between the monitor (10) and the control unit (12).

10. The device as defined in Claim 1, wherein the monitor (10) is a matrix display.

11. The device as defined in claims 1, wherein the control unit (12) comprises a computer, and said image information is stored in a memory unit (14) of the computer.

12. The device as defined in Claim 11, wherein a content player (16) is implemented in the computer and supplied by the content of the memory unit (14), and plays back the image information for display on the monitor (10) and movement data based upon timeline data stored in the memory unit (14) of the computer to synchronize movement of the monitor with said image information being displayed on the monitor (10).

13. The device as defined in Claim 12, wherein a movement player (17) is implemented in the computer and communicates bi-directionally with the output of the content player (16) and the monitor actuator unit (11) based upon a shared activation signal for the memory unit (14), content player (16), and movement player (17).

14. The device as defined in Claim 1, wherein sound information is incorporated into the control of the actuator unit (11).

15. The device as defined in Claim 1, wherein safety information including a maximum value for at least one of speed, acceleration, and safe distance to the surroundings of said monitor (10) is exchanged between the actuator unit (11) and the control unit (12), and the actuator unit (11) is shut down if said maximum value is exceeded.